

“Nomemuerdas Policy”



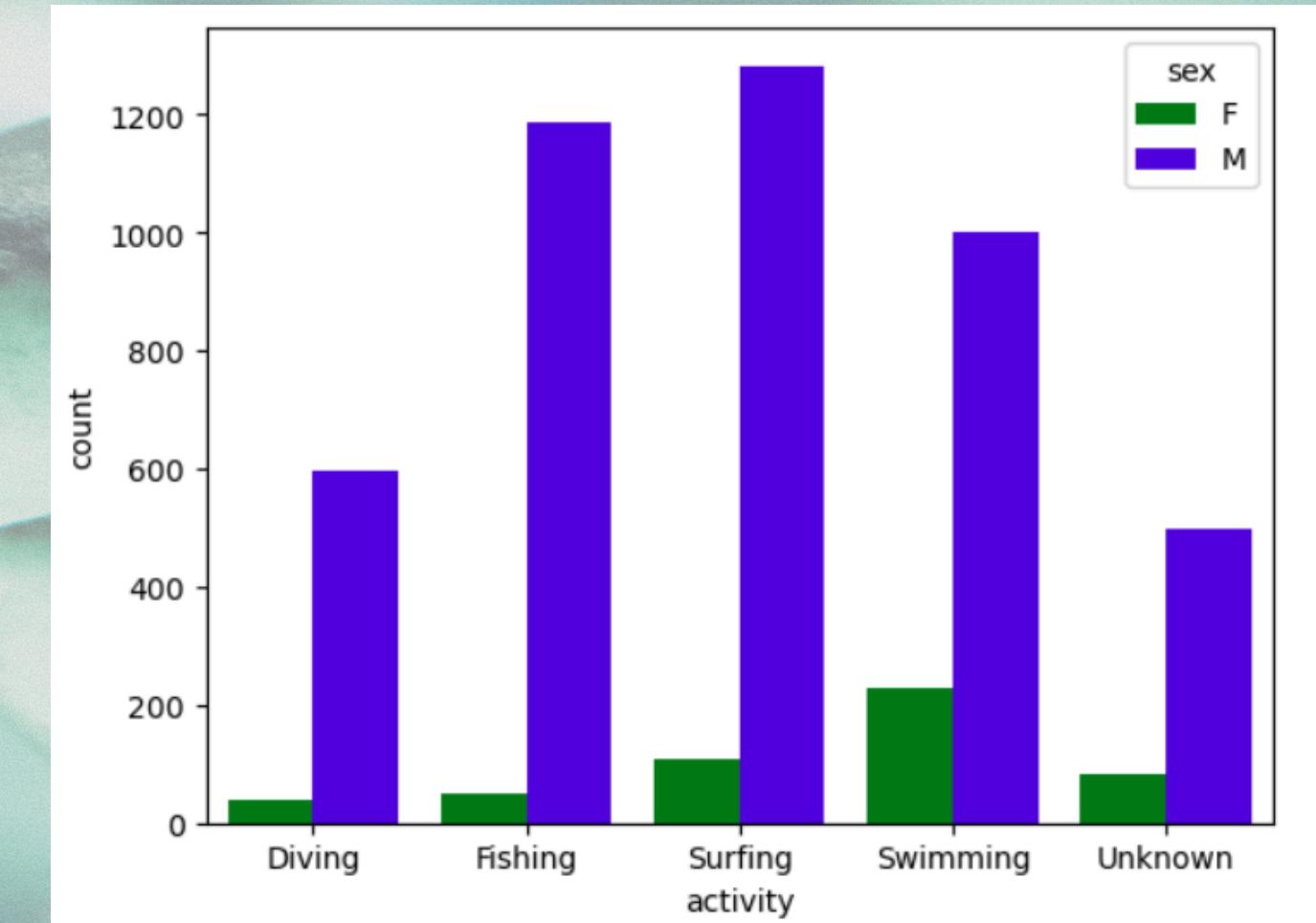
Project Overview

Data Wrangling & Cleaning

| Column | Non-Null Count | Dtype |
|----------|----------------|--------|
| Date | 6913 | object |
| Year | 6913 | int64 |
| Country | 6913 | object |
| State | 6913 | object |
| Location | 6468 | object |
| Activity | 6913 | object |
| Sex | 6913 | object |
| Age | 3964 | object |
| Injury | 6880 | object |

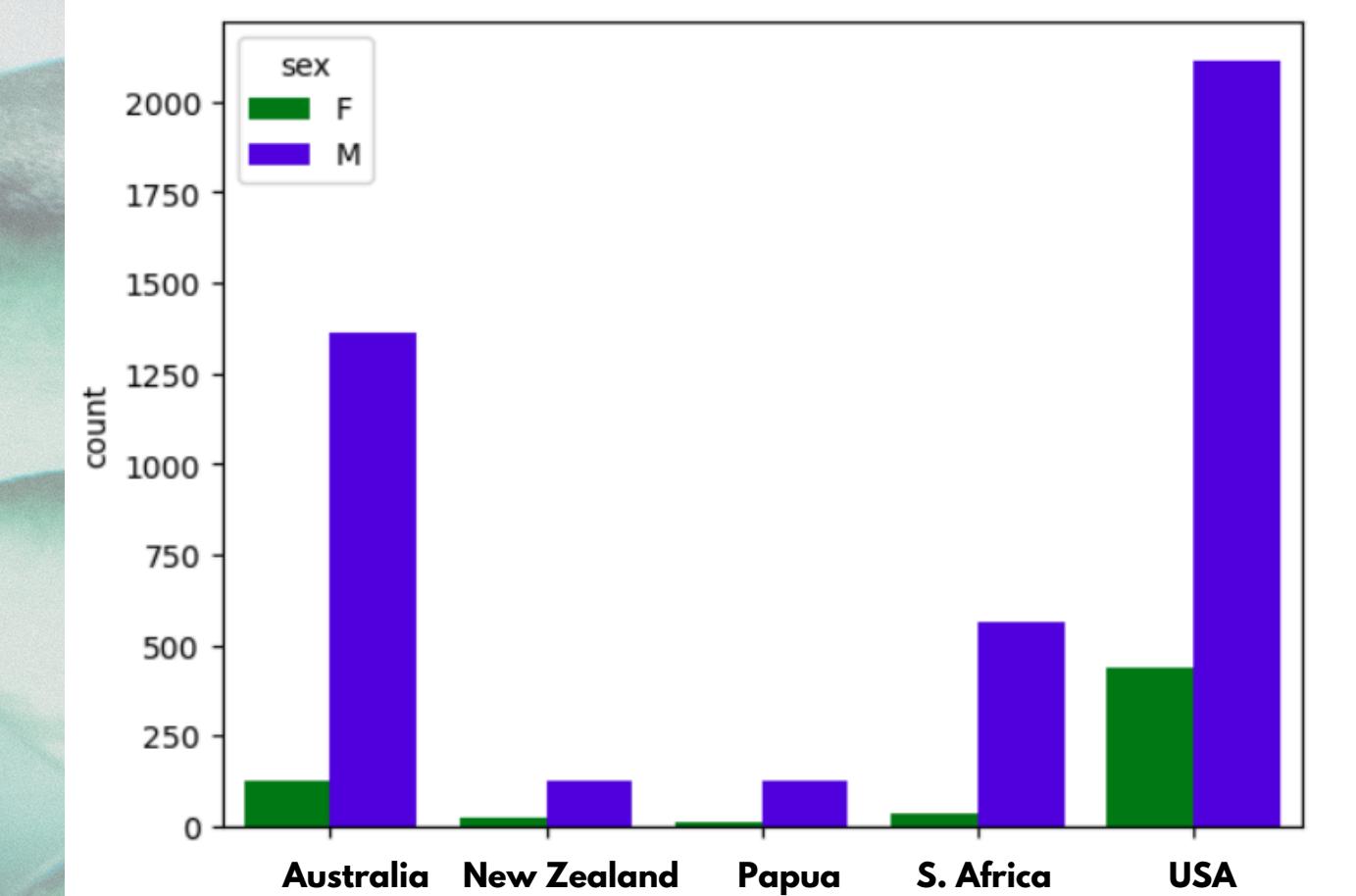
Exploratory Data Analysis

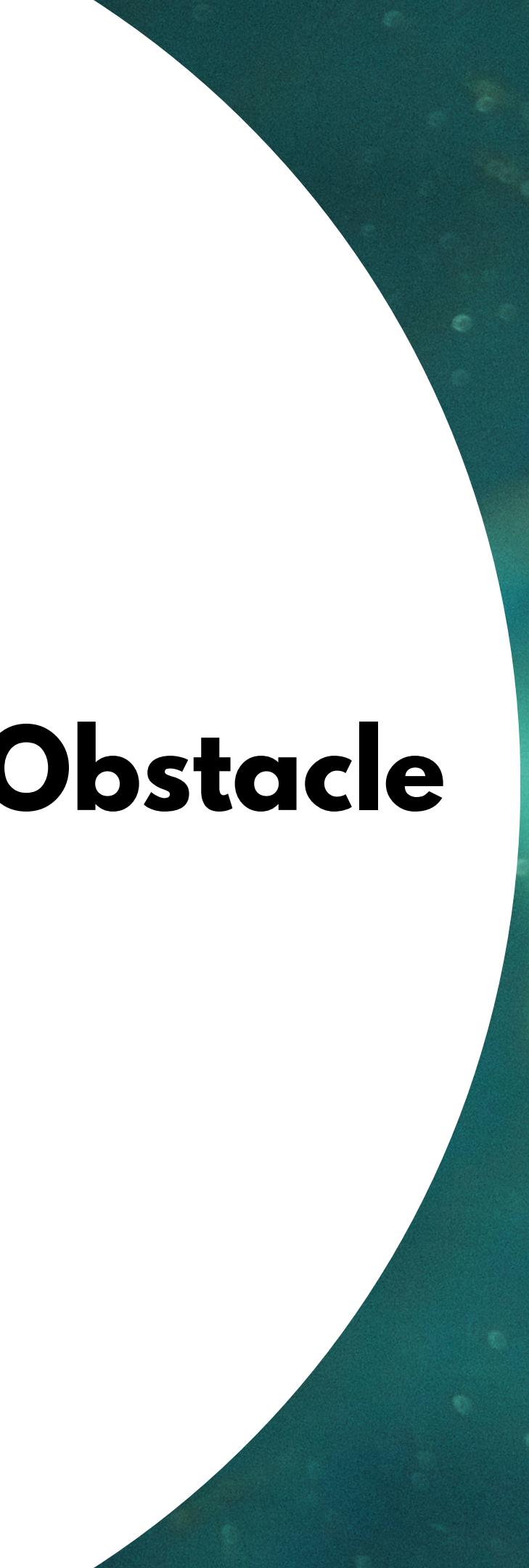
| | activity | sex | count |
|---|----------|-----|-------|
| 0 | Diving | F | 40 |
| 1 | Diving | M | 598 |
| 2 | Fishing | F | 50 |
| 3 | Fishing | M | 1187 |
| 4 | Surfing | F | 109 |
| 5 | Surfing | M | 1282 |
| 6 | Swimming | F | 230 |
| 7 | Swimming | M | 999 |
| 8 | Unknown | F | 82 |
| 9 | Unknown | M | 498 |



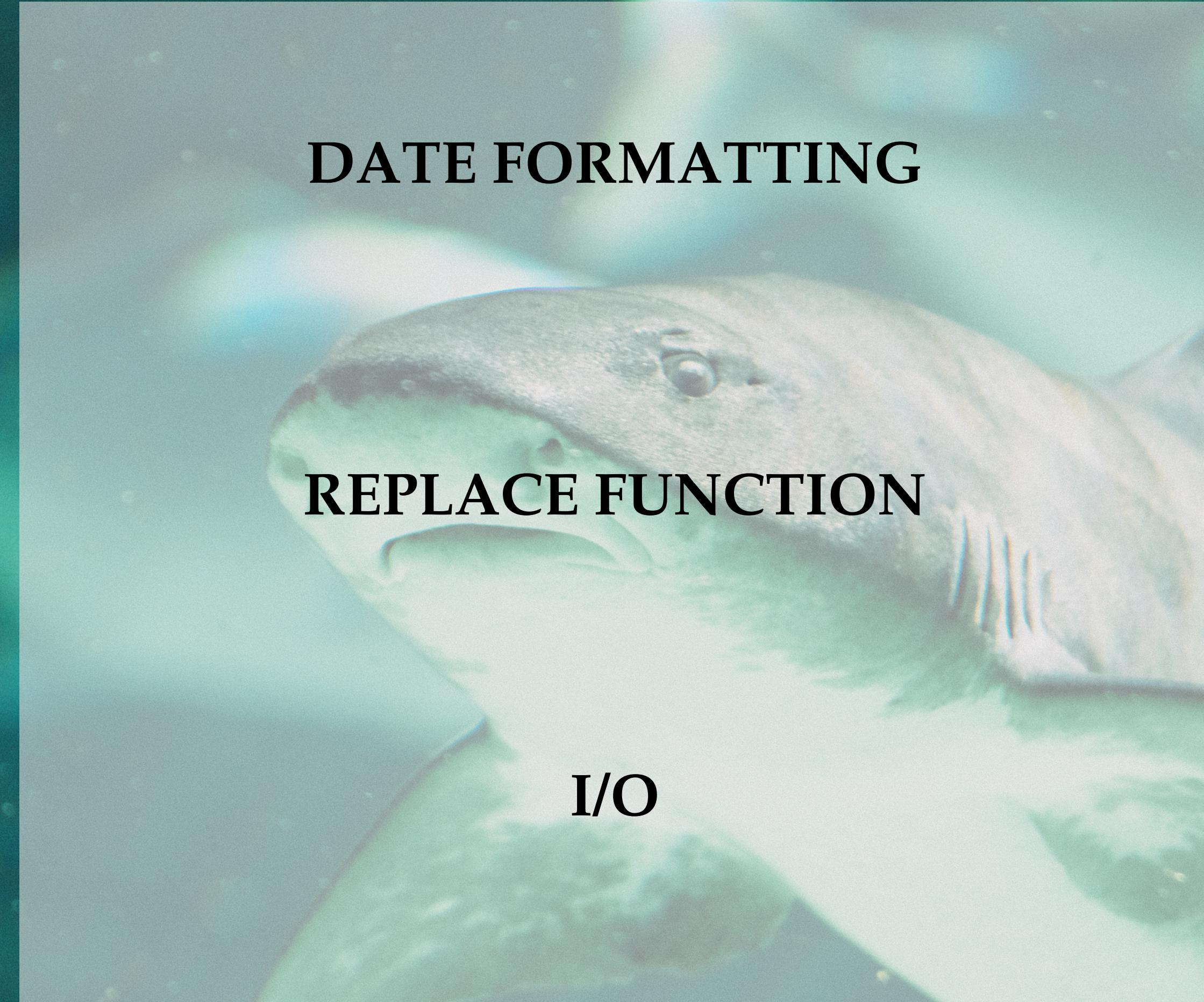
Exploratory Data Analysis

| | country | sex | count |
|---|------------------|-----|-------|
| 0 | australia | F | 124 |
| 1 | australia | M | 1361 |
| 2 | new zealand | F | 20 |
| 3 | new zealand | M | 125 |
| 4 | papua new guinea | F | 12 |
| 5 | papua new guinea | M | 124 |
| 6 | south africa | F | 32 |
| 7 | south africa | M | 565 |
| 8 | usa | F | 434 |
| 9 | usa | M | 2115 |





Major Obstacle



DATE FORMATTING

REPLACE FUNCTION

I/O

Conclusion and Insights



MARKETING SUGGESTION FOR MALE AUDIENCES

NOME MUERDAS

P O L I C Y

NOMEMUERDAS

POLICY

THANKS A LOT!

JULY BEINER
JORGE DE COS
EDUARDO MARTÍNEZ